LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION – **VISUAL COMMUNICATION**

THIRD SEMESTER – **NOVEMBER 2023**

PVC3MC02 – AUDIENCE ANALYTICS

Date: 01-11-2023   Dept. No.   Max. : 100 Marks
Time: 01:00 PM - 04:00 PM

SECTION A – K1 (CO1)

Answer ALL the questions   **(5 x 1 = 5)**

1	**Fill in the blanks**
a)	_____ is a platform where political views are expressed by the majority
b)	ChatGPT operates on the basis of _____
c)	_____ are anchor tags that serve to connect various web pages
d)	The pushing of ADs based on user's repeated actions of searching / visiting products or webpages is done by _____
e)	_____ is the extraction of valuable patterns and insights from large datasets using statistical and computational techniques

SECTION A – K2 (CO1)

Answer ALL the questions   **(5 x 1 = 5)**

2	**True or False**
a)	YouTube is a Social media platform
b)	YouTube recommends videos based on sentiment analysis of the comments
c)	Insights in Instagram gives the user the total engagements on a specific post
d)	GPS is a core component of GIS
e)	Data mining of twitter posts help understand public sentiment before elections

SECTION B – K3 (CO2)

Answer any THREE of the following   **(3 x 10 = 30)**

3	Elaborate how media analytics are used?
4	Explain NLP and give its applications.
5	Explain the insights of Customer Feedback analysis.
6	Give reasons on why media analytics is important.
7	Explain GIS and user design.

SECTION C – K4 (CO3)

Answer any TWO of the following   **(2 x 12.5 = 25)**

8	Explain Network analysis. Give its insights and techniques used.
9	Evaluate the seven layers of social media analytics.
10	What factors have contributed to the rapid rise of digital media consumption and its impact on traditional forms of media such as print and television?
11	List and explain various engagement analysis used in social media platforms.

SECTION D – K5 (CO4)

Answer any ONE of the following **(1 x 15 = 15)**

12	Distinguish participatory and conventional journalism and brief on the advantages and disadvantages.
13	How has YouTube's media analytics revolutionized content creation and audience engagement on the platform, and what are some innovative ways creators and businesses are leveraging these insights to thrive in the digital age?

SECTION E – K6 (CO5)

Answer any ONE of the following **(1 x 20 = 20)**

14	Synthesize a framework that combines multiple layers of media analytics to measure audience engagement effectively.
15	Critically analyse the emerging analytics tools and their potential impact on news sharing culture

&&&&&&&&&&